

## CLAIMS

1. A community site constructing method for constructing a community site on a network, by utilizing a network including a central apparatus which manages a community site and a terminal device used by a representative of the community site or a member previously authorized by the representative to have access to the community site, the method comprising the steps of:

registering personal information about the representative and theme information of the community site in a basic information database in association with identification information for identifying the representative of the community site;

registering member information about a member in a member information database in association with identification information for identifying the member of the community site;

registering commodity information about commodities to be provided in a commodity database in association with the theme information;

extracting the commodity information from the commodity database based on the theme information registered in the basic information database; and

transmitting the extracted commodity information from the central apparatus to the terminal device.

2. A community site constructing system for constructing a community site on a network, comprising:

a central apparatus for managing a community site;

a terminal device used by a representative of the community site or a member previously authorized by the representative to have access to the community site;

a basic information database in which personal information about the representative and theme information of the community site is registered in association with identification information for identifying the representative of the community site;

a member information database in which member information about a member is registered in association with identification information for identifying the member of the community site; and

a commodity database in which commodity information about commodities to be provided is registered in association with the theme information,

wherein the central apparatus includes a processor capable of performing the following operations of:

extracting the commodity information from the commodity database based on the theme information registered in the basic information database; and

transmitting the extracted commodity information to the terminal device.

3. The community site constructing system according to claim 2, wherein:

the member information includes relationship information about the relationship between the representative and the member; and

wherein the transmission operation includes the operation of transmitting the extracted commodity information to the terminal device by reference to the relationship information.

4. The community site constructing system according to claim 2, wherein:

the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and-time relating to the main theme;

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information;

wherein the central apparatus further includes a timer unit; and

wherein the processor of the central apparatus is further capable of performing the operation of extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit.

5. The community site constructing system according to

claim 3, wherein:

the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and-time relating to the main theme;

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information;

wherein the central apparatus further includes a timer unit;  
and

wherein the processor of the central apparatus is further capable of performing the operation of extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit.

6. The community site constructing system according to claim 4, wherein:

the date-and-time information relating to the main theme is birth date information of a baby of the representative; and

wherein the extracting operation further includes the operation of calculating the number of days elapsed since the birth date based on the birth date information and the date-and-time information output from the timer unit and extracting from the commodity database information about a commodity corresponding

to the calculated number of elapsing days.

7. The community site constructing system according to claim 5, wherein:

the date-and-time information relating to the main theme is birth date information of a baby of the representative; and

wherein the extracting operation further includes the operation of calculating the number of days elapsed since the birth date based on the birth date information and the date-and-time information output from the timer unit and extracting from the commodity database information about a commodity corresponding to the calculated number of elapsing days.

8. The community site constructing system according to claim 2, further comprising an advertisement database in which advertisement information is registered in association with a keyword, wherein the processor of the central apparatus is further capable of performing the following operations of:

extracting the keyword from information uploaded to the community site;

extracting the advertisement information corresponding to the extracted keyword; and

registering the extracted advertisement information in the community site.

9. A central apparatus for managing a community site in which a representative and a member previously authorized by the representative to have access to the community site participate, the central apparatus comprising a processor capable of performing the following operations of:

registering personal information about the representative and theme information of the community site in a basic information database in association with identification information for identifying the representative of the community site;

registering member information about a member in a member information database in association with identification information for identifying the member of the community site;

registering commodity information about commodities to be provided in a commodity database in association with the theme information;

extracting the commodity information from the commodity database based on the theme information registered in the basic information database; and

transmitting the extracted commodity information to the outside.

10. A computer memory product in which a computer program is recorded, the computer program causing a computer to manage a community site in which a representative and a member previously authorized by the representative to have access to the

causing the computer to register personal information about the representative and theme information of the community site in a basic information database in association with identification information for identifying the representative of the community site;

causing the computer to register commodity information about commodities to be provided in a commodity database in association with the theme information;

causing the computer to transmit the extracted commodity information to the outside.

a central apparatus for managing a community site;

a terminal device used by a representative of the community  
site or a member previously authorized by the representative to

have access to the community site;

a basic information database in which personal information about the representative and theme information of the community site is registered in association with identification information for identifying the representative of the community site;

a member information database in which member information about a member is registered in association with identification information for identifying the member of the community site; and

a commodity database in which commodity information about commodities to be provided is registered in association with the theme information, wherein:

the central apparatus includes:

means for extracting the commodity information from the commodity database based on the theme information registered in the basic information database; and

transmission means for transmitting the extracted commodity information to the terminal device.

12. The community site constructing system according to claim 11, wherein:

the member information includes relationship information about the relationship between the representative and the member; and

the transmission means refers to the relationship



information and transmits the extracted commodity information to the terminal device.

13. The community site constructing system according to claim 11, wherein:

the theme information includes information about the representative, a person related to the representative, main theme including an event relating to the representative, and date-and-time relating to the main theme;

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information;

wherein the central apparatus further includes:

a timer unit; and

extraction means for extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit.

14. The community site constructing system according to claim 13, wherein:

the date-and-time information relating to the main theme is birth date information of a baby of the representative; and

the extraction means calculates the number of days elapsed since the birth date based on the birth date information and the

date-and-time information output from the timer unit and extracts from the commodity database information about a commodity corresponding to the calculated number of elapsed days.

15. The community site constructing system according to claim 11, further comprising an advertisement database in which advertisement information is registered in association with a keyword, wherein the processor of the central apparatus further includes:

means for extracting the keyword from information uploaded to the community site;

means for extracting the advertisement information corresponding to the extracted keyword; and

means for registering the extracted advertisement information in the community site.

16. A central apparatus for managing a community site in which a representative and a member previously authorized by the representative to have access to the community site participate, comprising:

means for registering personal information about the representative and theme information of the community site in a basic information database in association with identification information for identifying the representative of the community site;

means for registering member information about a member in a member information database in association with identification information for identifying the member of the community site;

means for registering commodity information about commodities to be provided in a commodity database in association with the theme information;

means for extracting the commodity information from the commodity database based on the theme information registered in the basic information database; and

means for transmitting the extracted commodity information to the outside.